



Strategy 2022- 2025

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Introduction

Age Scotland is the national charity for older people.

We work to improve the lives of people over the age of 50 and promote their rights and interests.

We want Scotland to be the best place in the world to grow older.

Together, we can make that happen.

Our refreshed strategy sets out eight key ambitions we want to achieve over the next three years.

We have three strategic aims:

We help older people be as well as they can be

We promote positive views of ageing and later life

We tackle loneliness and isolation

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Our vision

Our vision

is a Scotland which is the best place in the world to grow older

Our mission

is to **inspire**, **involve** and **empower** older people in Scotland, and **influence** others, so that people enjoy better later lives



We inspire older people by encouraging them to realise their opportunities and overcome the challenges of later life

We involve older people by connecting and engaging with them through our networks and enabling them to participate in groups and their communities

We empower older people by helping them obtain valuable and accessible information and advice to help them understand their rights, make informed choices and access appropriate support

We influence others by promoting understanding of older people's rights and interests, and shape and build support for reforms to the law, policy and practice

Our activities include:

Campaigning and influencing

Providing information, advice and friendship - including our free confidential national helpline, information guides and friendship line

Supporting and enabling older people's community groups

Promoting age friendly workplaces and communities

Delivering health and wellbeing programmes

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Our approach

Older people and our teams delivering services on the ground are at the heart of everything we do. We wanted to ensure that our strategy was informed by the experiences of the people we support and driven by data. We embarked on a journey of discovery to truly understand the challenges older people are facing in Scotland and the issues that are important to them.

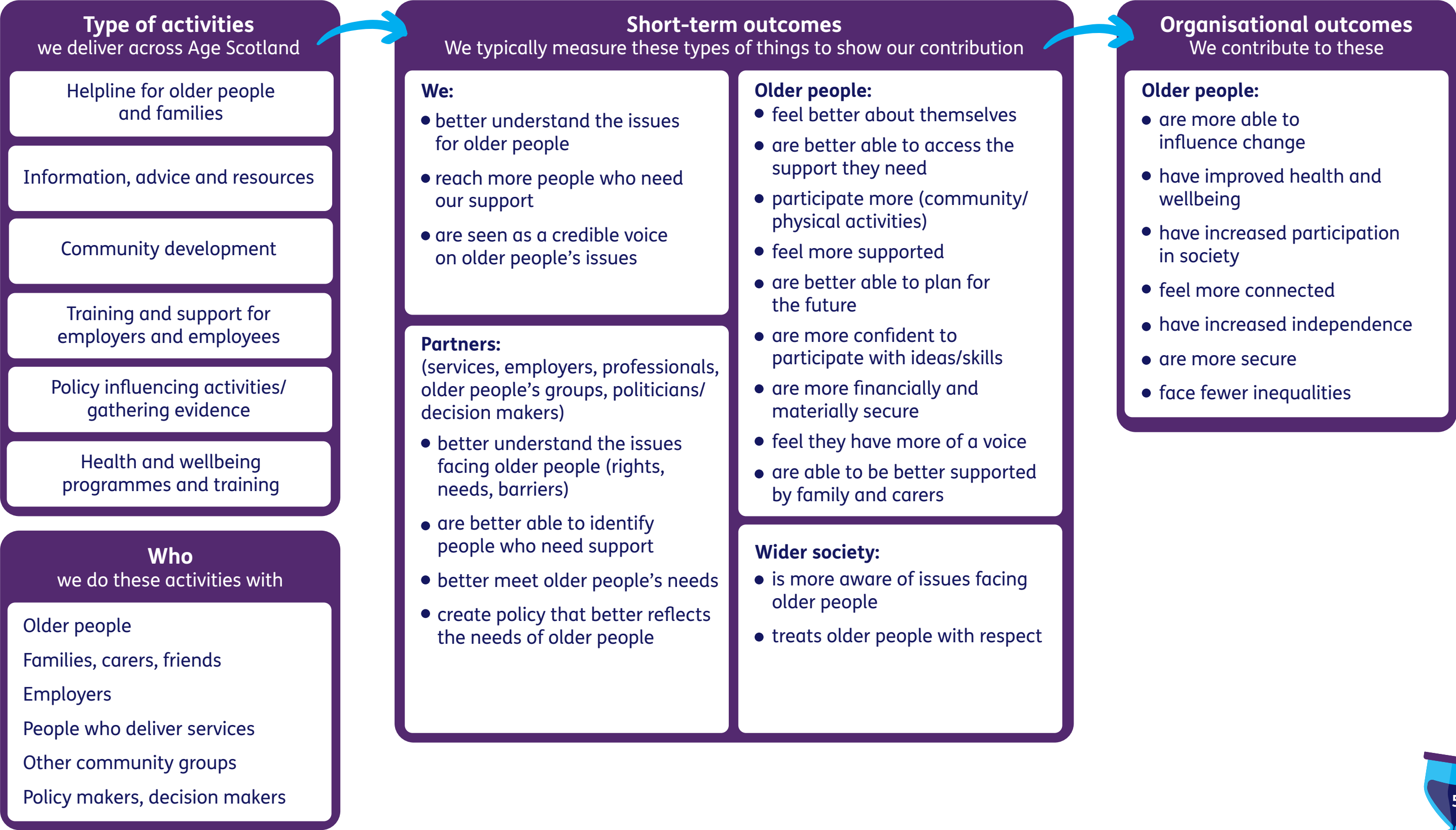
Our Big Survey consulted with over 3,500 older people, we spoke with Older People’s Champions across Scotland’s local authorities and we engaged with the Scottish Ethnic Minority Older People Forum, our regional ambassadors, trustees and member groups.

We were able to draw on the experience of our teams across the charity who engage with older people day in day out during two interactive two-day staff engagement sessions. This included data and insight from our helpline, training, policy, dementia and community development teams.



Age Scotland logic model

In addition, recognising the need for robust monitoring and evaluation processes, we worked with Evaluation Support Scotland to strengthen this across the charity. We have created a logic model that demonstrates how our services and activities contribute to our long-term organisational outcomes:



Challenges facing older people

Our research and engagement work identified key challenges older people are facing and the issues that are important to them. Our strategy seeks to address these.

Our older population is large, diverse and growing at a faster rate than the rest of the UK.

There are more than 2 million people over the age of 50, making up 40% of the total Scottish population, and this age group is predicted to increase substantially over the coming years. This would mean that over the next two decades a quarter of the population will be aged 65 and over and there will be a 70% increase in the number of people over 75 years old.

150,000

pensioners live in relative poverty and more than

120,000

live in persistent poverty



A quarter of older people feel financially squeezed by bills

350,000

over 65s live alone



Half a million

over 60s don't use the internet



87%

of older people have been targeted by a scam or know someone who has

51%

of older people do not feel their contributions to society are valued

36%

of older people say they are made to feel like a burden on society



1/3

A third of older people say their mental health has deteriorated in the past five years

7%

Only of older people feel they are represented positively in the media

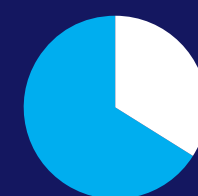


200,000

older people go at least a week without seeing or hearing from anyone

100,000

older people say they feel lonely all or most of the time



34%

of older people in Scotland feel that life is getting worse for them

Over half

of older people say the Covid-19 pandemic has made them feel lonelier

Healthy life expectancy has fallen slightly to

61.9 **61.7**
for women for men



Pension wealth of women is

40% less

than that of men



80,000

older people receive social care support



Four in ten

pensioners on the lowest income do not claim the Pension Credit support that they are entitled to



759,000

unpaid adult carers in Scotland

17% of the adult population

There are estimated to be

90,000

people in Scotland living with dementia and this is projected to increase by 50% over the next two decades

Our ambitions for 2022-25

Campaign & influence

Influence policy and practice by amplifying the voices of our older people

Provide information & advice

Grow our services to ensure older people know who to turn to and have access to impartial and reliable information and advice

Friendship

Expand our friendship services to ensure all older people in Scotland have someone to talk to

Support & enable older people's communities

Build resilience, capacity and sustainability of older people's community groups across Scotland

Promote age-friendly workplaces & communities

Create more age-inclusive communities and working environments where older people are valued, and their needs are increasingly met

Health & wellbeing

Improve health and wellbeing outcomes for older people

People & culture

Be the best employer we can, where staff and volunteers feel valued and supported

Fundraising, marketing & communications

Build our brand and boldly ask for support

Our values & themes

Our values

Everything we do is underpinned by our values.



Empowering

We support and enable people to make positive change



Inspiring

We encourage and motivate everyone to love later life



Integrity

We are honest, dedicated and trustworthy



Inclusive

We strive to be open, accessible and relevant to all

Our themes

Dementia

Central to our strategy, is the vital work that we do with people affected by dementia. With the number of people in Scotland living with dementia increasing, we believe they are in the best position to influence change. Bringing people with lived experience together, we will raise awareness, improve policy and practice and support the growth of dementia friendly communities.

Diversity and inclusion

Older people are not a homogenous group. Our work is as diverse as those we support.

To broaden our support by 2025, we are committed to engaging with older ethnic minority and LGBTQ+ communities, allowing us to expand our reach and work in partnership with other organisations to understand and address the specific inequalities they face.

Equally, we are committed to providing an inclusive culture for our teams and volunteers.

Technology

We will embrace technology across the charity and explore innovative ways to deliver our services.

Working in partnership

We know that we can't deliver our ambitions on our own and will continue to build long-term, mutually beneficial partnerships with organisations who share our goals to help older people in Scotland.

Environment

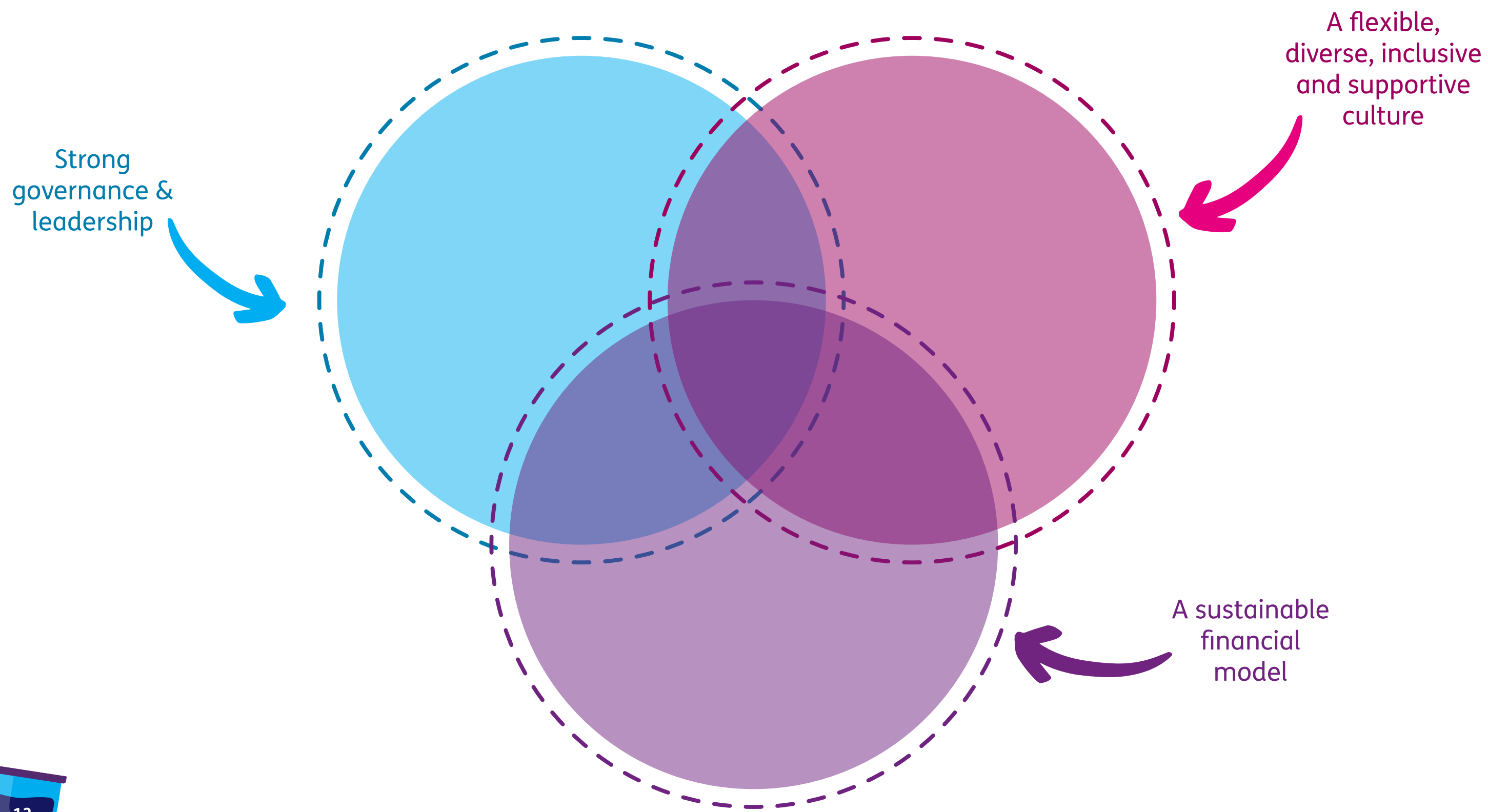
We are committed to sustainable, ethical and environmental practices. We will operate our charity in a way that strives to better protect our environment for today and future generations.

Our ambitions



Measuring success

To achieve all our ambitions for older people in Scotland will require strong governance and leadership, a flexible, diverse, inclusive and supportive culture, alongside a sustainable financial model.



All of our work contributes to one, or more, of the positive long-term outcomes for older people in Scotland we have identified. Our success will be measured against a number of outcomes:



Contributing to national performance

Our work contributes to the **Scottish Government's National Performance Framework** which aims to create a more successful country, give opportunities to all people living in Scotland, increase the wellbeing of people living in Scotland, create sustainable and inclusive growth, reduce inequalities and give equal importance to economic, environmental and social progress.

We contribute to the following national outcomes to ensure that people in Scotland:



live in communities that are inclusive, empowered, resilient and safe



have thriving and innovative businesses, with quality jobs and fair work for everyone



grow up loved, safe and respected so that they realise their full potential



are healthy and active



value, enjoy, protect and enhance their environment



respect, protect and fulfil human rights and live free from discrimination



are well educated, skilled and able to contribute to society



tackle poverty by sharing opportunities, wealth and power more equally



are creative and their vibrant and diverse cultures are expressed and enjoyed widely

We also make a significant contribution to the outcomes of specific **Scottish Government's strategic frameworks for action:**

- **A Fairer Scotland for Older People**
- **A Connected Scotland:** our strategy for tackling social isolation and loneliness and building stronger social connections

The Scottish Government has identified key public health priorities and believes that in a vibrant, modern Scotland it should be possible for everyone to be as healthy as they can be - we agree.

We align our work to these public health priorities:

- A Scotland where we live in vibrant, healthy and safe places and communities
- A Scotland where we have good mental wellbeing
- A Scotland where we have a sustainable, inclusive economy with equality of outcomes for all
- A Scotland where we eat well, have a healthy weight and are physically active

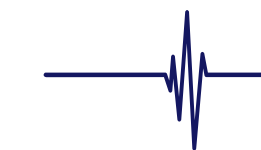
We embrace the **United Nations Sustainable Development Goals** and work towards these goals:



Goal 1:
End poverty in all its forms everywhere



Goal 2:
End hunger, achieve food security and improved nutrition and promote sustainable agriculture



Goal 3:
Ensure healthy lives and promote wellbeing for all at all ages



Goal 4:
Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



Goal 5:
Achieve gender equality and empower all women and girls



Goal 8:
Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all



Goal 9:
Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation



Goal 10:
Reduce inequality within and among countries



Goal 11:
Make cities and human settlements inclusive, safe, resilient and sustainable



Goal 16:
Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels



Goal 17:
Strengthen the means of implementation and revitalize the global partnership for sustainable development

How you can support us

We know what we want
to achieve for older
people in Scotland over
the next three years.

But we can't do it alone.

Together, we can
make a difference.

There are lots of ways to get involved:



Volunteer

We have a variety of volunteering opportunities from our friendship line to our age-inclusive workshops and everything in between.



Fundraise

Get active and help raise vital funds to support our work. Participants can take part in all kinds of challenges such as sky diving, the Edinburgh Marathon, knitting small hats for the Big Knit and much more.



Make a donation

No matter how small or large, donations make a massive difference.

Online: www.age.scot/donate

To donate £5 TEXT:

AGESCOTGIVE

Texts will cost the donation amount plus one standard network rate message, and you'll be opting into hearing more from us. If you would like to donate but don't wish to hear more from us, please text AGESCOTGIVENOINFO instead.

Post: Freepost RSBS-KEHC-GBBC, Age Scotland, Edinburgh, EH9 1PR



Follow us on social media

Our social media channels are a great way to keep up to take with our work and issues that affect older people.



Sign up to our newsletter

Our regular newsletters by email contain details of our campaigns, services and how you can support our work.

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